

**askHRgreen.org Stormwater Education Subcommittee**  
**Friday, June 17, 2017**  
**HRPDC - Chesapeake**

**In Attendance:**

Rebekah Eastep, HRPDC  
Paul Cuomo, JCC  
Allison Watts, NN  
Dave Kuzma, IOW  
Fleta Jackson, NO  
Sue Kriebel, VB

Wayne Jones, SU  
Sherry Coffey, PQ  
Diana St. John, VB  
Crisi VanLear, PO  
Cris Ausink, HA

The summary for the meeting is as follows:

**1. Meeting Summary**

The May meeting summary was reviewed and approved.

**Action:** Summary approved.

**2. askHRgreen.org Events**

June 25 – Olden Days, Smithfield  
September 15-18 – Isle of Wight County Fair  
October 4-10 – Peanut Festival, Suffolk  
*October 9 –ERP RiverFest, Portsmouth*

Trailer will be housed by Norfolk Public Utilities starting July 1.

**ACTION:** None.

**3. Marketing & Promotions**

**FY 17 Planning**

The Committee has approved a Media & Marketing plan and budget for FY 17. Cahoon & Cross are developing a media proposal and estimate for FY 17 that will be presented for Committee review and feedback.

**First Chesapeake Bay Awareness Week**

CBAW will be celebrated the first week of June each year. HRPDC staff thanked the Committee for providing photos and blog posts. The photos and blogs were posted on social media to highlight various ways the Chesapeake Bay is important to the region and what's being done to clean it up. The Committee should keep in mind how the awareness week could be celebrated in 2017.

**ACTION:** None.

**4. Bay Star Homes**

The Committee had an opportunity to discuss any updates/concerns with the program.

- Newsletter – The Committee requested that Cahoon & Cross prepare a quote for producing two BSH newsletters per year. The Committee will need to review the quote to determine if the newsletter will continue through Cahoon & Cross or if HRPDC staff will begin managing the publication.
- Supplies
  - Some Committee members have expressed a need for additional flags, flag poles, and welcome packet folders.
  - HRPDC staff provided quotes for flag poles (\$1.87-\$1.29) and flags (\$1.19-\$1.14). However the Committee decided to wait on purchasing until FY 17 plans were more finalized.
  - Williamsburg is not able to distribute the flags and flag poles so they have purchased sun catchers instead. The Committee requested that HRPDC staff look into a sun catcher or window cling that could be customized with the BSH artwork.
- Joint promotion by askHRgreen.org – The Recycling & Beautification Committee is interested in cross promoting the Bay Star Homes program and would like to learn more about how the program is used locally. HRPDC staff asked Norfolk to help prepare a presentation for the next All Hands meeting (tentatively expected in August).

**ACTION:** HRPDC staff will research flag/flag pole alternatives such as sun catchers or window clings and request a quote for BSH newsletters.

## 5. Grants Workgroup

The Committee discussed project requirements of the Chesapeake Bay Restoration Fund grant. \$10,000 in funding was awarded for:

- Workshops modeled after Turf Love University
  - Workshops should be in partnership with groups such as the master gardeners.
  - At least two workshops will take place: peninsula and southside.
  - Additional program details to be determined
- Pet Waste Stations
- Soil Testing

The grants workgroup has had no further meetings regarding a regional application to the [Virginia Environmental Endowment Grant](#) due in December.

**Action:** The Grants Workgroup should reconvene to begin developing a strategy for the grant funded workshops.

## 6. Staff Reports

**Budget** –The Committee reviewed all invoices from FY 16 for Stormwater Education and askHRgreen.org projects. HRPDC staff also provided Committee members with a

copy of the contract between HRPDC (on behalf of the four education committees) and Cahoon & Cross. The Committee is requesting the following budgetary changes for FY 17:

- Detailed quotes submitted for Committee review before any work is completed for both Committee specific projects and the overall askHRgreen campaigns. Quotes for askHRgreen campaign work will only be for review not approval because these projects are split between the four committees.
- Detailed invoices submitted monthly for any tasks completed by Cahoon & Cross (Committee and askHRgreen campaign). Invoices should include: project name, number of hours worked by job title, and detailed descriptions of any media buy, supplies or miscellaneous expenses.

The Committee also discussed:

- askHRgreen.org funding – The other education committees have voted to continue their contributions of \$25,000 to the overall askHRgreen campaign. They have asked that the Stormwater Education Committee receive a decrease in services from the askHRgreen campaign to offset the Committee's decrease to a \$15,000 contribution.
- Proprietary concerns – Ownership of the website and any product developed for askHRgreen (overall and committee specific) is outlined in the Cahoon & Cross contract. There are no proprietary concerns as the website and any collateral developed through the contract are explicitly property of HRPDC and the participating localities.

**ACTION:** HRPDC staff will request FY17 budgetary changes from Cahoon & Cross.

**Next Committee Meeting** is scheduled for Friday, July 15, 2016 in Newport News.